

An aerial photograph of a Burgundian vineyard. The landscape is dominated by rows of green grapevines. A long, winding stone wall or path runs through the vineyard. In the upper right, a large, multi-story stone building with a red-tiled roof is visible. The background shows a forested hill under a clear sky.

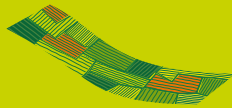
# The Climats Terroirs of Burgundy

Official candidate for France for  
UNESCO World Heritage List Inscription

## PRESS KIT

— JULY 2015 —





# Les Climats du vignoble de Bourgogne

Official candidate of France World Heritage **UNESCO**

## WHAT EXACTLY IS A "CLIMAT" IN BURGUNDY?

The Burgundian "Climats" – celebrated names like *Montrachet*, *Romanée-Conti*, *Chambertin*, *Les Cailles*... and there are 1 247 of them in the area – are parcels of vines, often rather small tracts of land, with precisely determined boundaries. They were created by natural conditions – soils, sun and wind exposure – combined with the work of the men who shaped them, revealed their value and organized them into a quality hierarchy, throughout their long history, which began in Roman times.



## PRESS CONTACT

Association for the inscription of the *Climats of Burgundy*  
on the UNESCO World Heritage List

Krystel LEPRESLE, Director

contact@climats-bourgogne.com | port. +33 (0)6 08 11 34 95

Delphine MARTINEZ, Public and Press Relations

communication@climats-bourgogne.com | Port. + 33 (0)6 31 42 13 50

12 Boulevard Bretonnière - 21200 BEAUNE - France

Tél. + 33 (0)3 80 20 10 40 / Fax + 33 (0)3 80 25 04 90



TWITTER

@ClimatsUNESCO



FACEBOOK

Association des Climats du Vignoble de Bourgogne

**[www.climats-bourgogne.com](http://www.climats-bourgogne.com)**



# PRESS KIT

## EDITORIAL

p.4

## UNESCO APPLICATION

p.5

UNESCO and World Heritage

p.6

The stages of the application

p.6

Post-Bonn ? Preservation and passing on

p.7

## THE FUNDAMENTAL ELEMENTS OF THE DOSSIER THE CLIMATS OF BURGUNDY, A CLASSIC MODEL OF TERROIR-BASED VITICULTURE

p.8

An Outstanding Universal Value unique in the world

p.8

The progressive construction of the *Climats* site : 2,000 years of history

p.10

A very model of terroir-based viticulture

p.13

An exceptional architectural heritage

p.15

A vibrant repository of expertise and traditions

p.16

Understanding the perimeter of the site nominated for inscription

p.18

## UNPRECEDENTED MOBILIZATION AN ENTIRE TERRITORY SUPPORTING THE APPLICATION

p.20

A unifying project right from the very start

p.20

Over 63 000 people have pledged support for the project

p.21

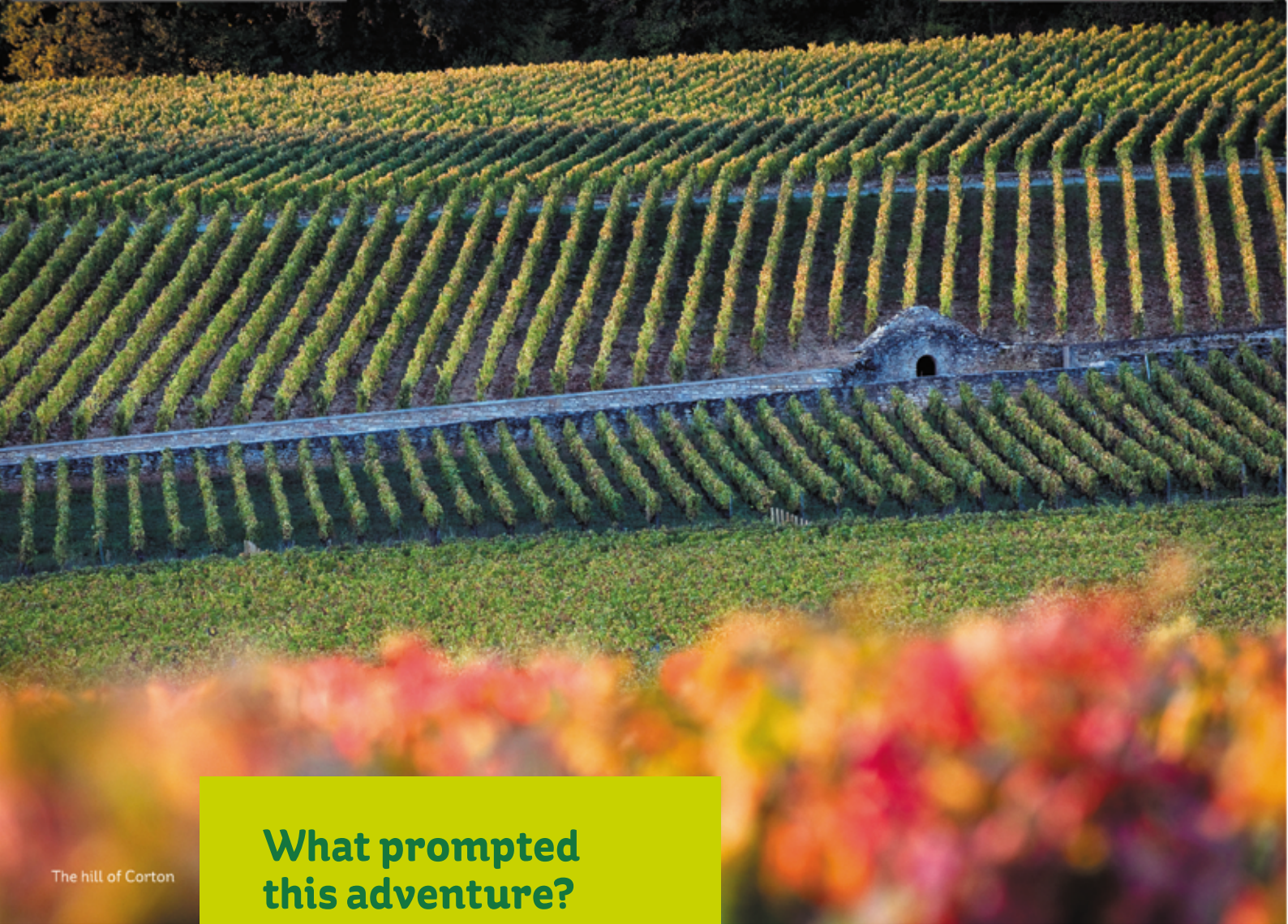
A ongoing « territorial undertaking »

p.23

An influential model in touch with the world

p.25





The hill of Corton

## What prompted this adventure?

World famous wines, an outstanding heritage and exceptionnal know-how, recognition of two thousand years of a unique culture.



Hospices civils de Beaune, Salle des Pôvres



Detail of "The Winegrower" tapestry by Michel Tourlière

1,247 Climats

2,000 years of history

The quest for universal recognition



# EDITORIAL

## ON OUR WAY TO WORLD HERITAGE WITH PRIDE

There are many sites and monuments which the international community considers so valuable for its collective heritage that their disappearance or deterioration would constitute a loss to civilisation. In World Heritage language, these sites have « Outstanding Universal Value » (OUV). We strongly believe that the territory which comprises the *Côte de Beaune*, the *Côte de Nuits* and the towns of Beaune and Dijon, rightfully deserves a place on the distinguished World Heritage List, because it too possesses and embodies Outstanding Universal Value.

This value is expressed through the Burgundian concept of *terroir*, the *Climat*.

A *Climat* is a plot of vines, each with its own unique identity and a name often dating back centuries. An identity which is partly cultural, developed over some 2,000 years, and partly natural, on account of its soil and subsoil types, as well as its specific weather conditions, especially its micro-climate.

The *Climat* is an excellent example of man and nature working hand in hand, of natural and human excellence finding expression in a centuries-old setting ; an example which has proved so successful that the Burgundy vineyards are regarded *all over the world as the very model of terroir-based viticulture, its cradle and its archetype.*

The *Climats* and their viticulture, specific to Burgundy, have given rise to a local culture and an economy, both of which have shaped the environment in which we live – an environment that is more vibrant today than ever before. Not only do the *Climats* continue to produce wines acclaimed the world over, they also form a remarkable natural landscape. The mosaic created by the *Climats*, along with the architectural heritage found within the surrounding vineyards and villages, and in the towns of Beaune and Dijon, are united by their common use of local limestone.

Ensuring that our unique territory establishes its place on the World Heritage List now seems essential, for two main reasons : firstly, to demonstrate to the world the exceptional mission that has befallen the Burgundy region, and secondly, to create an awareness, within Burgundy and abroad, of the value and unique quality of this marvelous heritage ; one that must be guarded and protected, if it is to survive.

We are proud to say that what we produce here is far more than just wine and that our region has so much more to offer besides its landscape. Our long and rich history and our distinctive culture combine in this small territory to create an exceptional and unique cultural site.



.....

**François Sauvadet**  
Former Minister  
MP for Côte-d'Or  
Chairman of the Côte-d'Or  
General Council

**François Patriat**  
Former Minister  
President of the Regional  
Council of Bourgogne  
Senator of Côte-d'Or

**Alain Suguenot**  
Mayor of Beaune  
MP for Côte-d'Or  
Chairman of the Conurbation  
Committee for Beaune Côte et Sud  
Co-Chairman of the Territorial  
Conference

**Alain Millot**  
Mayor of Dijon  
President of the Conurbation  
Committee for Greater Dijon  
Co-Chairman of the Territorial  
Conference

**Pierre-Henry Gagey**  
Co-Chairman of the Territorial Conference,  
Representative of the region's wine professionals

**Aubert de Villaine**  
President, Association for the inscription of the  
*Climats* of Burgundy on the World heritage List

**Guillaume d'Angerville**  
Deputy President, Association for the  
inscription of the *Climats* of Burgundy



An aerial photograph of a terraced vineyard. The rows of grapevines are arranged in a grid-like pattern across the slopes. A small, dark stone building with a gabled roof sits on a ridge in the upper right. The overall scene is lush and green, with some autumnal colors visible in the lower right corner.

# UNESCO APPLICATION

## UNESCO AND WORLD HERITAGE





## POST BONN ?

### **ABOVE ALL ELSE, THE FOCUS WILL BE ON PRESERVING AND PASSING ON THE CLIMATS' HERITAGE**

The fundamental objectives of the candidature have always been protecting, preserving and enhancing the Climats. Thanks to the coordinated efforts of the government departments, the region's local authorities and the Association, by 2018, 92% of the nominated site's central zone will be protected by appropriate tools.

The Association will be pursuing its on-going projects in the following sectors; town planning, economic development, environmental issues, architecture, mediation and tourism, while taking care to maintain a constant balance between conservation and development.

### **BENEFITING FROM THE POSITIVE EFFECTS WHILE RESPECTING THE AUTHENTICITY OF THE SITE**

Usually, an inscription of the World Heritage List gives rise to many positive knock-on effects including an increase in tourist traffic (of between 15 and 20%). In order to manage the site based on the principles of sustainable development, a survey of traffic flow across the Climats territory has been carried out. To encourage people to discover and understand the Climats and their history, two mediation centres are expected to be up and running by 2017 : the *Cité de la Gastronomie* (City of Gastronomy) in Dijon and the *Cité des Vins de Bourgogne* (Burgundy Wines Centre) in Beaune. Meanwhile, themed itineraries with a historical focus are currently being designed.

### **WHAT MAY OR MAY NOT BE CHANGED BY UNESCO...**

Let's be clear that World Heritage inclusion will not freeze the on-going productivity of the region and turn this economically and agriculturally active site into a "museum". UNESCO will not impose any additional constraints to those already implemented by current legislation. However, world heritage inclusion would require all those involved to assume their share of responsibility, and would call for the implementation of a management plan, which would be reflected in municipal and inter-municipal regulations.

**January 2014**

**Nominated by France**

The dossier is officially submitted to the World Heritage Centre for appraisal.

**Autumn 2014 > Spring 2015**

**Evaluation by the international experts of ICOMOS**

ICOMOS (International Committee for monuments and sites) is one of the advisory bodies for UNESCO. A panel of experts examines the application dossier. One of these experts visits the site to conduct an on-site investigation.

**15th May 2015**

**The international panel of experts presents its recommendation to the French State party.**

**July 2015**

**Presentation of the Climats application to the World Heritage Committee (39th session) in Bonn, Germany.**





# THE FUNDAMENTAL ELEMENTS OF THE DOSSIER THE CLIMATS OF BURGUNDY, A CLASSIC MODEL OF TERROIR-BASED VITICULTURE

## UNIQUE OUTSTANDING UNIVERSAL VALUE

### PROPOSED INSCRIPTION IN THE « CULTURAL PROPERTY » CATEGORY

The Climats of Burgundy are candidates for World Heritage inclusion as a « site » defined as the « combined works of man and nature » [...], with outstanding universal value in terms of history, aesthetics, ethnology and anthropology ».

[Article 1, paragraph 3 of the World Heritage convention]

#### **Criterion (III)**

##### **An exceptional testimony to a living cultural tradition**

The fragmented geo-system that makes up the Climats of the Burgundy winegrowing region, in conjunction with the villages of the Côte-d'Or and the cities of Dijon and Beaune, is a remarkable example of a historic wine-producing site whose authenticity has remained undisputed throughout the centuries, and whose activity is more vibrant today than ever before. The vitality of this activity is still based on the transmission to successive generations of proven practices and the creation of more than ten centuries of scientific and technical reference sources on vine-growing and wine-making know-how. The vineyards and wines were organized into a hierarchy under the impetus of the cities of Dijon and Beaune, which today remain the administrative and merchant trade centers and vital repositories of knowledge at the forefront of scientific and technical training. In addition

it has been further accompanied by the progressive implementation of a body of regulation which resulted in the creation in France, in the first half of the 20th century, of the Appellations d'origine contrôlée (AOC) – controlled designation of origin.

#### **Criterion (V)**

##### **An outstanding example of traditional human settlement and traditional land use which is representative of a culture or man's interaction with the environment.**

The Climats of Burgundy wine region represent the historic construction of a wine region made up of many clearly-delimited individual plots which perfectly express how a community has chosen to use the references of place (a Climat) and time (the vintage) as markers of quality and of the diversity of a highly esteemed product that is the result of the combination of natural potential and the work of man. In that respect, they are particularly representative of human

interaction with a particular natural environment, that of the Côte wine region of Burgundy, which developed under the sustained impetus of the cities of Dijon and Beaune. The gradual recognition and establishment of the Climats came about in various ways with different physical separations which are still in place (enclosed plots, hedges, stone walls) or ancient paths which still mark out on the ground the specific limits of given Climats. The heritage buildings of the cities of Dijon and Beaune are tangible examples of this cultural construction. Some of these buildings are genuine statements; they are surviving demonstrations of the powers and institutions which have ruled over the wine territory and intimately linked to wine production areas and to the lives of those invested in local viticulture. For 2,000 years, human perseverance coupled with unique natural conditions has made this site the exemplary crucible of terroir winemaking, so singularly captured by the Climats.



## THE OUTSTANDING UNIVERSAL VALUE IS THE CORNERSTONE OF ALL UNESCO HERITAGE APPLICATIONS

In order to obtain inscription on the World Heritage list, a candidate site must provide proof of its « Outstanding Universal Value » (OUV); in other words, a cultural heritage of such importance that it extends beyond national borders, spans generations and deserves recognition on a worldwide scale.



Hospices civils de Beaune

## THE OUTSTANDING UNIVERSAL VALUE OF THE CLIMATS OF BURGUNDY

Burgundy's wine region was shaped over 2,000 years, founded on the concept of expressing the identity of geographical origin. This notion is best expressed along the 60-kilometre wine-growing Côte which links Dijon to Santenay. Around 1,247 individual yet inter-connected Climats extend over the area like pieces of a giant jigsaw puzzle. Each one possesses its own history, distinctive flavour and place in the wine hierarchy. Each has been gradually crafted by man's creative genius combined with an exceptional natural setting.

The obstinate willpower of men, encouraged by the civil and religious authorities and always driven by the quest for excellence, founded an economy which continues to flourish to this day. This economic environment has shaped the landscapes and created buildings like the traditional

« cabottes » (stone huts), cellars, churches, villages, towns and monuments, which make this territory a unique cultural site, where terroir-based viticulture has found its most accomplished example in the world.

The distinctive qualities of each Climat were recognised and defined over centuries of experience and expertise. Little by little, the wines were organised into a hierarchy, which was officially established through implementation of the AOC system in 1936. The crafting of the Climats is a unique example of man's historic creativity, producing a diversity which has left its indelible mark on the land.

The Climats of Burgundy constitute an exceptional and dynamic repository of ancestral expertise and traditions. As a unique and fragile environment, the Climats require constant care and attention. Inscription on the World Heritage list would mean recognition of their exceptional quality and would be in keeping with the pursuit of excellence which has remained a constant throughout their history.

### THE O.U.V. OF THE CLIMATS OUTLINED IN 3 POINTS

- A cultural site shaped by man over 20 centuries
- A model of terroir-based viticulture of worldwide acclaim
- An exceptional built heritage linked to vine cultivation



Municipal Archives, city of Dijon





Illuminated  
manuscript  
from the Abbey  
of Cîteaux

## THE GRADUAL DEVELOPMENT OF THE CLIMATS SITE: 2,000 YEARS OF HISTORY

This carefully constructed and unique vineyard parcel system, which we would like to have inscribed as World Heritage, is the result of ongoing labour and dedication. Throughout the centuries, religious and political institutions, winegrowers and merchants have forged the identity of the *Climats* and their wines, whose respective characteristics were in turn set in stone by the *Appellations d'Origine Contrôlée* (AOC) system in 1936.

### THE "STUBBORN COMMITMENT OF A CIVILIZATION"

Vine cultivation began in Burgundy 2,000 years ago, as evidenced by traces of Gallo-Roman vines dating from the 1st century, which were recently discovered in Gevrey-Chambertin.

The *Climats*' longevity is closely linked to the considerable influence throughout Europe of the Burgundian abbeys of Cluny (founded in 910) and Cîteaux (founded in 1098), which played a fundamental role in understanding, farming and managing the vineyards. Then came the era of the powerful Valois Dukes of Burgundy, who were based in Dijon and whose political influence extended all the way to the Netherlands. Under the Dukes' impetus, the Burgundy wine region was able to develop an economy and a culture of significant influence across Europe.

The identity of the *Climats* and their wines has always been protected and promoted by the religious orders, ducal power, the middle class, merchants and independent winegrowers and was set in stone by the

#### HISTORICAL INTERACTION BETWEEN THE TOWNS AND THE VINEYARD

However inseparable the geo-economic system of the *Climats* is from its vineyards, the region would not have followed the same historical path without the influence of the urban political powerhouses of Dijon and Beaune. Political and cultural momentum was provided by the town of Dijon from the 5<sup>th</sup> century. Beaune developed a "viticultural personality" in that it became a centre for production, fermenting and marketing wines.

*Appellations d'Origine Contrôlée* (AOC) in 1936.

All of the above have contributed to the exemplary construction of this unique territory.



## 2,000 YEARS OF HISTORY

The origins of the Côte wine region began with a geological fault which appeared over 30 million years ago. This breach forced ancient layers of clay and limestone (dating from around 160 million years ago) up towards the surface, thus creating the unusual contours and mosaic of diverse soils of the Côte.

Eumenes'  
Mosaic of  
Authors, 1st  
text describing  
the Burgundian  
wine grower  
(312)



### MEDIEVAL WINE-GROWING: THE FIRST VINEYARD PARCEL BOUNDARIES DEFINED (6<sup>TH</sup> CENTURY-14<sup>TH</sup> CENTURY)

At the instigation of the monks (mainly the Benedictines and Cistercians), the first Clos appeared, cultivation and vinification techniques improved and the vines gained ground, as the creation of vast estates encouraged planting on new tracts of land.

Wine, which was primarily used in a liturgical context (for Catholic mass), gradually became a marketable commodity and a source of power. Dijon and Beaune are important examples of this development.

Philippe the  
Bold, Valois  
Duke of  
Burgundy  
(1342-1404)

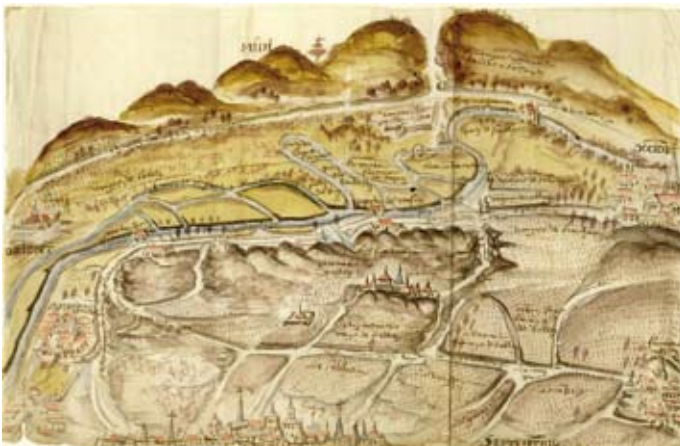


Philip the Bold, the Valois Duke of Burgundy, laid down the first rules ensuring the quality of the wines. Growers were encouraged to seek out the "bonnes costes" (worthy slopes) rather than the "chetifs lieux" (meagre lands).

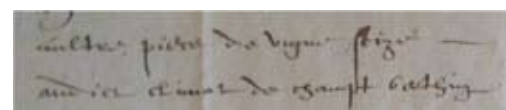
### THE QUEST FOR QUALITY AND TRIBUTE TO DIVERSITY (14<sup>TH</sup> CENTURY-17<sup>TH</sup> CENTURY)

In the late Middle Ages, the hierarchy of wines was defined in relation to the "wines of Beaune" and the "wines of Dijon". It was not until the very end of the Middle Ages that the wines began to take on the names of clearly defined places of origin.

Petite  
Tibériade  
de Dijon  
(1550)



The earliest mention of the word "Climats" appeared in texts dating from 1584. The term became widely used during the 17<sup>th</sup> century. The first accounts referring to the Climats appeared around this time, namely in legal documents like the *Tibériades de Dijon* (1550).





### THE CLIMATS TAKE SHAPE AND ASSERT THEIR INDIVIDUAL IDENTITIES WITH THE DAWNING OF THE MODERN WORLD (16<sup>TH</sup> CENTURY-19<sup>TH</sup> CENTURY)

At the close of the 17<sup>th</sup> century and particularly in the early 18<sup>th</sup> century, the notion of "cru" (meaning a specific, geographically traceable production) became established, firstly on the scale of parish lands (it was customary to talk about the Climats "of Volnay", "of Beaune" and "of Gevrey", etc.). Then, identifiable place names were used (Chambertin and Clos de Bèze in 1676, followed by Montrachet and Romanée).

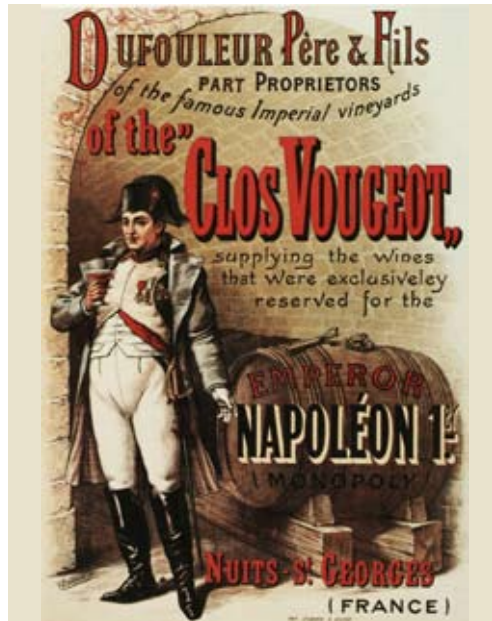
Vatfuls or batches of wines which expressed a sense of place began to be differentiated and ranked.

The wine market developed thanks to the liberalization of the economy. In contrast to the wines of Dijon and Beaune, more and more Climats wines were recognised and given a distinct identification, like Chambertin, Clos de Bèze, Corton... etc. and they became more and more expensive.

The French revolutionaries confiscated the vineyards belonging to the nobles and the clergy, thus finalizing the redistribution of lands which had begun several years previously. Wealthy traders, merchants and winegrowers entered the market. This did not affect the dividing up

of the parcels and contributed to improving the quality of the wines.

The early 19<sup>th</sup> century heralded the beginning of scientific research on Burgundy wines. The result was a deepened knowledge of the "cru" and the early stages of a hierarchy of the best terroirs. The first written classifications of the Climats appeared (the Morelot classification in 1831, followed by Lavalley in 1855).



The Universal Exhibition in London (1862) saw the publication of the first map of the wine region to feature the classification of the Climats, divided into "3 cuvées" (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> cuvées).



### THE CLIMATS VINEYARDS OF BURGUNDY IN THE 20<sup>TH</sup> CENTURY : RECONSTRUCTING A BENCHMARK MODEL OF WINEGROWING EXPERTISE

Following the phylloxera crisis (from 1885) and the upheaval it caused, the producers undertook a reorganization programme to guarantee the production origin of the wines. This mobilization resulted in the creation of the *appellations d'origine contrôlée* system which was established through a series of decrees in 1936.



Burgundy's Côte is the only vineyard in the world to have constantly privileged and protected the identity of its Climats. Climats only exist in Burgundy !

## A MODEL OF TERROIR-BASED VITICULTURE, EMBODIED BY AN EXCEPTIONALLY PRECISE VINEYARD PARCEL SYSTEM

Nowhere in the world has man shown such determination to so precisely link a wine production to its place of origin. Throughout the centuries, winegrowers have sought to reveal and identify the potential of these diverse Côte terroirs. This explains how two Climats located a few metres apart, within the same appellation may produce two entirely different wines, despite using the same grape variety (Pinot Noir for the reds, Chardonnay for whites). This wide variety of wines has given rise to a meticulous vineyard parcel system.

Each and every one of the 1 247 Climats has its own story to tell, its own flavour and place in the hierarchy of appellations.

As the very model of terroir-based viticulture, the Climats are exceptional ; they stand out among the vineyards of the world as a benchmark for other wine-growing regions (for example, Central Otago in New Zealand and Oregon in the USA).



Map of the Climats of Vougeot and Vosne-Romanée, 1948

”

In defining Central Otago's own viticultural identity and its path forward, it has been, and will continue to be essential to look towards the classic model of Burgundy and its Climats for inspiration and guidance.”

NICK MILLS, Chairman of the Central Otago Winegrowers Association (inc.)





## A MOSAIC OF 1247 VINEYARD PARCELS

The Côte wine region comprises 1247 *Climats*, which extend over 8,000 hectares. The average surface area of each parcel of vines varies from between 1 to 20 hectares, *Clos de Vougeot* being the exception, with almost 50 hectares. The extent of land dedicated to vines varies considerably from one village to another: vine plantations are sometimes very concentrated to the north of villages like Corgoloin, Comblanchien, Vougeot and Ladoix-Serrigny and often vines surround the urban areas of villages.

## A UNIQUE FEATURE : TO EACH CLIMAT ITS NAME !

The names of the *Climats*, many of which date back to the Middle Ages, are real indicators of cultural identity. They tell the story of each parcel, recalling its historical origins, the surrounding relief, soil-type, orientation and sun exposure, configuration of the vine plots, but also land clearance, vegetation and traces of previous human habitation, etc.

For example, the name "*Romanée*" recalls the presence of a former Roman road nearby ; "*Perrières*" refers to ancient quarries and stony soils ; "*Montrachet*" means "bald mountain", evoking the absence of vegetation on the hilltop...





Chateau du Clos de Vougeot

Cellier de Clairvaux (Dijon)

## AN EXCEPTIONAL ARCHITECTURAL HERITAGE

Within this cultural setting created by the *Climats*, the ever-present alchemy which exists between the vines and the built heritage shaped not only the landscape, but also the towns and villages. The underlying limestone of the region provides the material for marking the boundaries and protecting the parcels in the form of meugers (rock piles), clos (enclosures) and dry-stone walls, which punctuate the landscape and trace the contours of this fabulous vineyard mosaic.

Limestone was, and still is, used to build vat houses, storerooms, cellars, growers' houses and historical monuments like the *Hospices de Beaune* and the *Palais des Etats de Bourgogne* in Dijon... These elements are etched in the soil and the landscape, and mark the history of men and their expertise in maintaining and perpetuating a carefully constructed diversity for generations to come.



### CLOS

The origins of the word Clos (or "cloux") date back to the Middle Ages. This describes a plot of vineyard surrounded by stone walls, which were built to protect the vines. These Clos developed under the impetus of the Cistercian abbeys (10<sup>th</sup> century) and the Clunisian abbeys (11<sup>th</sup> century).

### DRY-STONE WALLS

These low walls form an intricate framework which characterizes and underlines the relief and topography of the slopes. They play an essential protective role in preventing soil erosion.



### CABOTTES (STONE-HUTS)

Built in the heart of the vineyard, these traditional stone huts were constructed from piles of rocks and stones collected on site. They are used to store tools or as shelters for winegrowers in bad weather.

### MEURGERS

These are piles of rocks collected from the plots. *Meurgers* are used to reduce the impact of water runoff and to protect the land from erosion.





Saint-Vincent  
Tournante  
Festival

## A VIBRANT REPOSITORY OF EXPERTISE AND TRADITIONS

The Climats have not only left their imprint on the region's landscape and architecture. They have significantly marked the lives of an entire community. Today's wine-making techniques are influenced by ancestral expertise, even if modern technology has been developed to adapt to this exceptional terroir.

Furthermore, traditional festive and economic activities, inherited from past centuries, give a sense of rhythm to local life throughout the seasons.

### HOSPICES DE BEAUNE PUBLIC WINE AUCTION

This traditional annual auction, which was first held in 1859, takes place on the third Sunday of November. This charitable institution possesses nearly 60 hectares of vines and has been selling its wines for over 150 years in aid of the charities it supports. The event became public in the late 19<sup>th</sup> century. The Hospices de Beaune wine auction is the oldest and most celebrated charity wine sale in the world and attracts thousands of visitors from across the globe every year.



Wine auction in  
the courtyard of  
the Hospices de  
Beaune



The Confrérie des Chevaliers du Tastevin

## THE CONFRÉRIE DES CHEVALIERS DU TASTEVIN

This brotherhood or guild was founded in 1934 in Nuits-Saint-Georges by a group of producers led by Georges Faveley and Camille Rodier. The Confrérie's mission is to promote Burgundian products, especially its great wines but also regional gastronomy, customs and traditions as part of Burgundy's folklore.

After World War II, the Confrérie bought *Château du Clos de Vougeot*. This Cistercian landmark became the guild's headquarters and host to its famous "chapters".

The guild currently has 12,000 "knights" across the world and is a key initiator and organizer of popular regional events like the *Saint-Vincent Tournante* festival.



Sculptures of Saint-Vincent carried by the wine guild members during the Saint-Vincent Tournante festival

## THE SAINT-VINCENT TOURNANTE FESTIVAL

The Saint-Vincent Tournante was launched in 1938. It is a festival organized by winegrowers and mutual aid societies based in Burgundy to celebrate the patron saint of vintners, Saint Vincent and the start of the new wine year. Each year, in late January, the "revolving" festival is held in a different village of the Côte wine region.

## THE PAULÉE DE MEURSAULT

"La paulée" is a traditional celebratory banquet marking the end of the grape harvest. This festive dinner was offered by vineyard owners to their laborers.

In 1923, the tradition was revived by two well-known landowners in Meursault, Jules Lafon and Jacques Prieur, who were supported by the town's tourist information bureau. Since then, *la paulée* has become an annual event, held on the Monday following the *Hospices de Beaune* wine auction. Burgundian wine and gastronomy have always been at the heart of this harvest feast. Custom has it that each *paulée* guest brings one or several bottles of his or her best wine to share with other table companions. *La Paulée de Meursault* brings together local vintners and their best customers from all over the world. *La paulée* has now become a popular event duplicated beyond Burgundy's borders, in many countries including Canada and the USA...



The Oenology Research Centre in Beaune

## AN EVER-EXPANDING CULTURE OF SCIENTIFIC AND TECHNICAL RESEARCH

Burgundy is at the forefront of scientific and technical research focused on wine production and oenology, which continues to increase our knowledge of the *Climats* and Burgundian vine cultivation. In the wake of the phylloxera crisis, oenology institutes and research centres were opened in Beaune and Dijon. Their common objectives were to find ways to prevent other pandemic outbreaks and to apply a more scientific approach to the study of vine cultivation.

During this period, in 1884, the first *Lycée Viticole* (high school specializing in viticulture) was inaugurated in Beaune. The school is still operational today and has 19 hectares of vineyard for practical assignments in the field.

Currently, Burgundy's research initiatives and leading institutions include the UNESCO Chair « Wine Culture and Traditions », the Jules Guyot Institute of the Vine and Wine (an experimental centre for viticulture and oenology) and the recently established *Pôle Bourgogne Vigne et Vin* (Burgundy Vine and Wine Centre), located at the University of Burgundy.



# UNDERSTANDING THE PERIMETER OF THE SITE NOMINATED FOR INSCRIPTION

All World Heritage application dossiers must provide a precisely defined perimeter and boundaries for the nominated site, which is determined by the scientific advisory committee and the Ministries of Culture and the Environment. This exercise requires a number of important choices to be made, in accordance with stringent criteria in order to meet the OUV standards. The central zone incorporates the main attributes, features and characteristic landmarks of the site. The buffer zone provides a protective landscape setting.

The Climats of Burgundy site is characterized by and built on several fundamental elements, which remain the tangible legacy of its historic construction. They can be defined according to three major themes:

- elements linked to wine production
- elements linked to wine distribution and markets
- elements symbolizing political, cultural and economic impetus

Discover some examples of emblematic elements below:

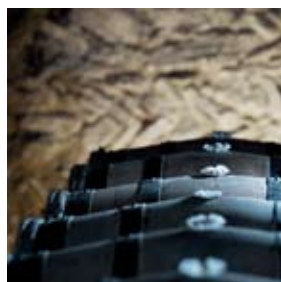
## PRODUCTION ELEMENTS



Vineyard Parcels and meurger



Plot by plot vinification



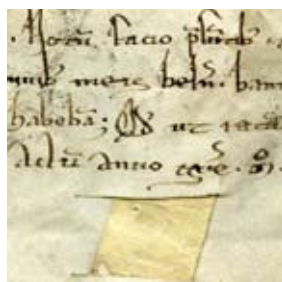
Cellars



Wine presses (Featured here, the Clos de Vougeot press)



Villages (Featured here, Pernand-Vergelesses)



1<sup>st</sup> ban de vendange (proclamation of the harvest), Beaune



Dry-stone walls, cabottes, rock piles and gates (Climat of Chevalier-Montrachet)



Storehouses (Featured here, Clairvaux in Dijon)

## LA COMMERCIALISATION DU VIN



The town of Beaune



Merchant Houses



Vat house (Featured here, Boucard Père et Fils, in Beaune)

## POLITICAL, CULTURAL AND ECONOMIC IMPETUS



Palais des Ducs et des États de Bourgogne (Dijon)



Municipal Archives (Dijon)



Dijon Municipal Library collection: Tibériade map



Former palace of the Dukes of Burgundy (Beaune)



Former abbey-church of Sainte Bénigne (Dijon)



Hospices civils de Beaune



Château du Clos de Vougeot



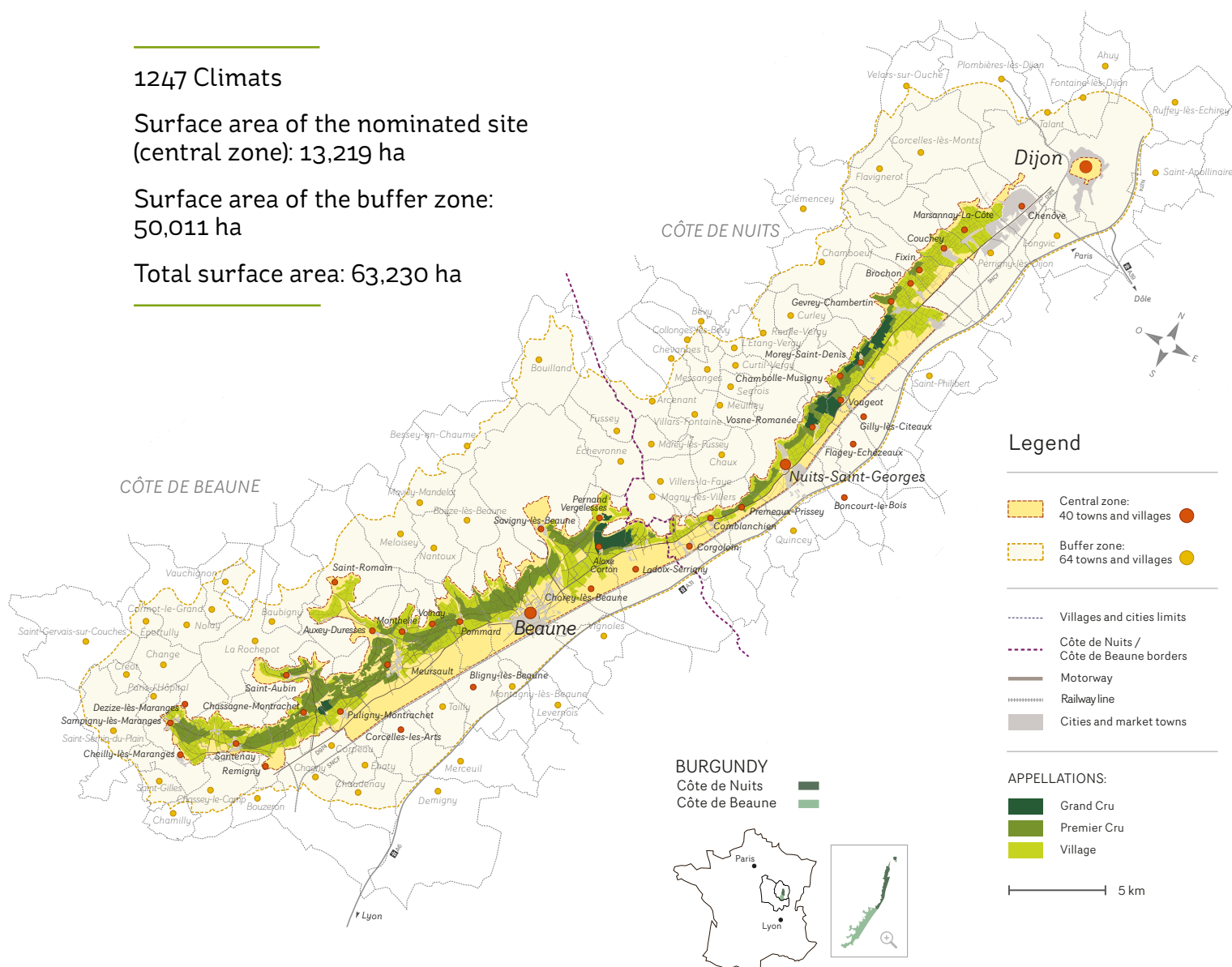
Tomb of the Dukes of Burgundy (Dijon)

### 1247 Climats

Surface area of the nominated site (central zone): 13,219 ha

Surface area of the buffer zone: 50,011 ha

Total surface area: 63,230 ha







## UNPRECEDENTED MOBILIZATION AN ENTIRE TERRITORY SUPPORTING THE APPLICATION

La Marche  
des Climats  
(The Walk of  
the Climats, 2011)

The candidature was a revelation in that the idea alone triggered tremendous enthusiasm among our supporters. All of those concerned developed an awareness of the unique quality of the *Climats* and the necessity to protect and preserve them for future generations.

## A UNIFYING PROJECT FROM THE VERY START

The candidature was officially launched in November 2006 by the respective Mayors of Beaune and Dijon, the President of the BIVB (Burgundy Wine Board) and Aubert de Villaine, producer and co-director of *Domaine de la Romanée-Conti* and President of the current Association. The idea emanated from a "collective consciousness" which remained a constant throughout the preparation of a project of widespread regional significance.

The Association has been pooling resources and support from all the major players across the territory since 2007. In 2013, the Association, together with an advisory scientific committee, became part of "Mission Climats", a management body designed to protect, share and pass on the heritage of the *Climats* site.

All the territory's stakeholders and decision-makers adhere to this organization. After careful concertation, the "Mission" puts into operation the territorial Management Plan relative to the candidature. The Mission comprises the Territorial Conference (decision-making body) and its operational arm, the Technical Standing Committee, and finally, the *Association des Climats* which coordinates awareness-raising, public support and information-sharing about the *Climats*' project.



53 elected re-  
presentatives  
signed the  
Territorial  
Charter,  
8th April 2011



>  
Les Climats  
et moi (The  
Climats and I,  
2014)

Climats on the  
roc (2013)



## OVER 63,000 PEOPLE HAVE PLEDGED SUPPORT FOR THE PROJECT

### BROAD POPULAR COMMITMENT BEHIND THE APPLICATION

The Support Committee was created in 2011, and is presided over by the author, Bernard Pivot. Since then the number of members has been steadily increasing over the years, revealing the tremendous enthusiasm and popular involvement of an entire region.

Some of the highlights of community commitment include fundamental events like "La Marche des Climats" (The Walk of the Climats) in 2011, when 3,000 people took part in a candlelit procession through the vineyards.

Followed by: "La Saint-Vincent tournante des Climats" in 2012, "Climats on the roc", which took place in the heart of Comblanchien quarries in 2013, "Climats et moi" (the Climats and I project) in 2014... And of course, "La Semaine des Climats" (Climats Week) which was launched in 2013; a programme of 50 events and interactive activities entirely dedicated to discovering the Climats!

### ACTIVE INVOLVEMENT OF THE SCIENTIFIC COMMUNITY

Since 2008, 36 scientists have been analysing and demonstrating the Outstanding Universal Value (OUV) of the Climats of Burgundy.

Their collective work has given rise to many publications and has led to major advances and discoveries, such as:

- the earliest written mention of the term "Climat" in Côte-d'Or dates back to 1584
- the first traces of Gallo-Roman grape farming were uncovered and identified (during archaeological digs carried out in Gevrey-Chambertin between 2008 and 2012). Traces of ancient vines were also found in 2014 (digs in Savigny-lès-Beaune). These were arranged in an as yet unknown and unstudied planting scheme, and possibly as far back as Antiquity or Medieval times.







## CHILDREN ARE THE CLIMATS' AMBASSADORS OF TOMORROW

Since 2011, a considerable amount of work has been dedicated to sharing information during curricular and extra-curricular activities in schools and leisure centres: so far, we have raised awareness among over 5,000 young people, trained 80 project leaders and work with 1,300 partner educational institutions.

Several educational tools have been specially designed, including:

- a booklet for young children,
- 5 booklets for teachers and group leaders for primary and secondary school levels,
- a classroom kit for primary and secondary levels.

These have all been specially adapted to the national education curriculum and approved by the DSDEN (Directorate of Departmental Services for National Education) and by the Scientific Committee.



Meanwhile, over 50 educational programmes have been launched across the region: workshops in museums, artists' studios, games at wine properties... etc., All the details about these activities can be found in the booklet "*Les Climats de Bourgogne expliqués aux enfants*" (The Climats explained for Children).

## ACTIVE INVOLVEMENT OF BUSINESSES, WINE ESTATES AND MERCHANTS

The Climats site is a vibrant community which enjoys an ongoing economic activity. Expertise is developed here, jobs are created and the many tourists attracted to the area are welcomed. The Climats are a source of identity and pride for an entire region. Indeed, their candidature entails recognition of a "living and breathing economy". It was therefore natural to involve the business community in the project from the very beginning.

A number of schemes have been launched by our many ambassadors, thanks to active cooperation between the local Chamber of Commerce and Industry, the wine board representatives, institu-



tional and community partners. These include training courses, support campaigns, etc. This incentive also prompted the creation of patronage scheme in 2011, which currently finances half of the initiatives piloted by the Association.



City of Dijon

## AN ONGOING "TERRITORIAL UNDERTAKING" SINCE 2007

Although the World Heritage inscription has not yet been attained, the application in itself has already given rise to positive knock on effects.

Indeed, the local population and the winegrowing community have never been so "proud to be Burgundian" and have already wholeheartedly reclaimed the notion of "Climats".

### PROTECTING AND MANAGING THE SITE

The *Climats* of Burgundy site is part of a much broader administrative area, which extends over 5 inter-municipalities and two départements (counties). The application has given rise to an effective coordination, based on sharing expertise and efficient methods. It has also enabled us to put in place a set of suitable regulatory tools. The candidature has prompted a collective awareness of the need to protect and preserve the tangible assets of "a shared heritage", which is reflected in both the landscape and the architecture. World Heritage inclusion would provide new momentum to our motivation to manage the site.

### A PROJECT SET TO "GENERATE ADDED VALUE" TO THE TERRITORY

The World Heritage candidature has already created considerable dynamic commitment among those involved in the project, namely in the areas of scientific research, mediation and tourism.

For example, significant advances have been made in terms of research and discovery in the field of vine cultivation and wine-making since preparation of the dossier began in 2008. Numerous themed exhibitions have been organized in the following centres: the Natural History Museum of Dijon, MSH, the Museum of Burgundy Wine in Beaune, the Museum of Nuits-Saint-Georges... etc.

**Concerning tourism**, several cross-cutting projects have been put in place, like the Greeters network (enthusiastic volunteers offering personalized guided tours), the development of interconnected modes of transport, and the launch of mobile applications for self-guided vineyard walks and heritage discovery tours.

This collective incentive has increased the territory's appeal. This was illustrated by Burgundy's inclusion in the New York Times's ranking of the top 20 must-see world destinations in late 2014.



Meanwhile, the inventories which have been carried out have improved our knowledge of the local rural heritage buildings. Thanks to the launch of *Fonds Climats* (Climats Fund), a support fund has been set up to finance renovation work on dry-stone walls, cabottes (huts) and churches... etc.

Finally, the project has enjoyed **unprecedented support** from the business sector, in terms of both financial backing and representation, through a network of ambassadors, designed to spread awareness of the notion of *Climats* and inform the public about the application.



Culture has an important socio-economic dimension" explains JEAN-PASCAL VENDEVILLE, Director of Kurt Salmon, the strategy and development consultancy firm specialized in Culture and Tourism. "Cultural projects provide a rich source of enhancements to improve the image of a region. They have an increasingly significant impact on the economy in terms of creating job opportunities, reinforcing social ties and links between the private and public sectors. Culture enhances the quality of life; this undoubtedly adds to the appeal of a region from the point of view of a company's employees and their clients". "an investment of 0.70 euro of public money actually generates 9 euros of economic spinoff per inhabitant."

BENOIT DE CHARETTE, President of CCIR points out that "there is a great deal at stake for the region, and the effects will go well beyond the winegrowing sector and tourist industry."



# 遗产交流会暨合作备忘录签约

ne culturel agricole & Cérémonie de signature du Mémorandum de



Meeting up to sign a memorandum during our discovery of Tie Guan Yin d'Anxi teas in China and the Jasmin teas of Fuzhou (July 2014)

## AN INFLUENTIAL MODEL IN TOUCH WITH THE WORLD

Many lovers of Burgundy from other countries pledged their support for the Climats of Burgundy candidature from the very start. They represent over 8% of the support committee members!

Meanwhile, there has been ongoing consultation and cooperation with other players who are also aware of the benefits of discussing ideas and sharing information – a concept encouraged by Unesco – and of the universality of the notion of *terroir*.



The vineyards of Stellenbosch (South Africa)

### AMBITIOUS EXCHANGES AND COOPERATIONS

From one end of the planet to the other, whatever the product, language or terminology involved, the same concept of “*terroir*” exists, as does the resolve to preserve the diversity that is being expressed. This common culture brings together, beyond borders, the people who keep these economies alive.

The intercultural exchange programmes we have launched with Fujian in China (tea), the Cape vineyards of South Africa (landscape identity) and the Central Otago wine region of New Zealand, are all based on the « *terroir* » principle. They provide opportunities to share experiences and expertise.

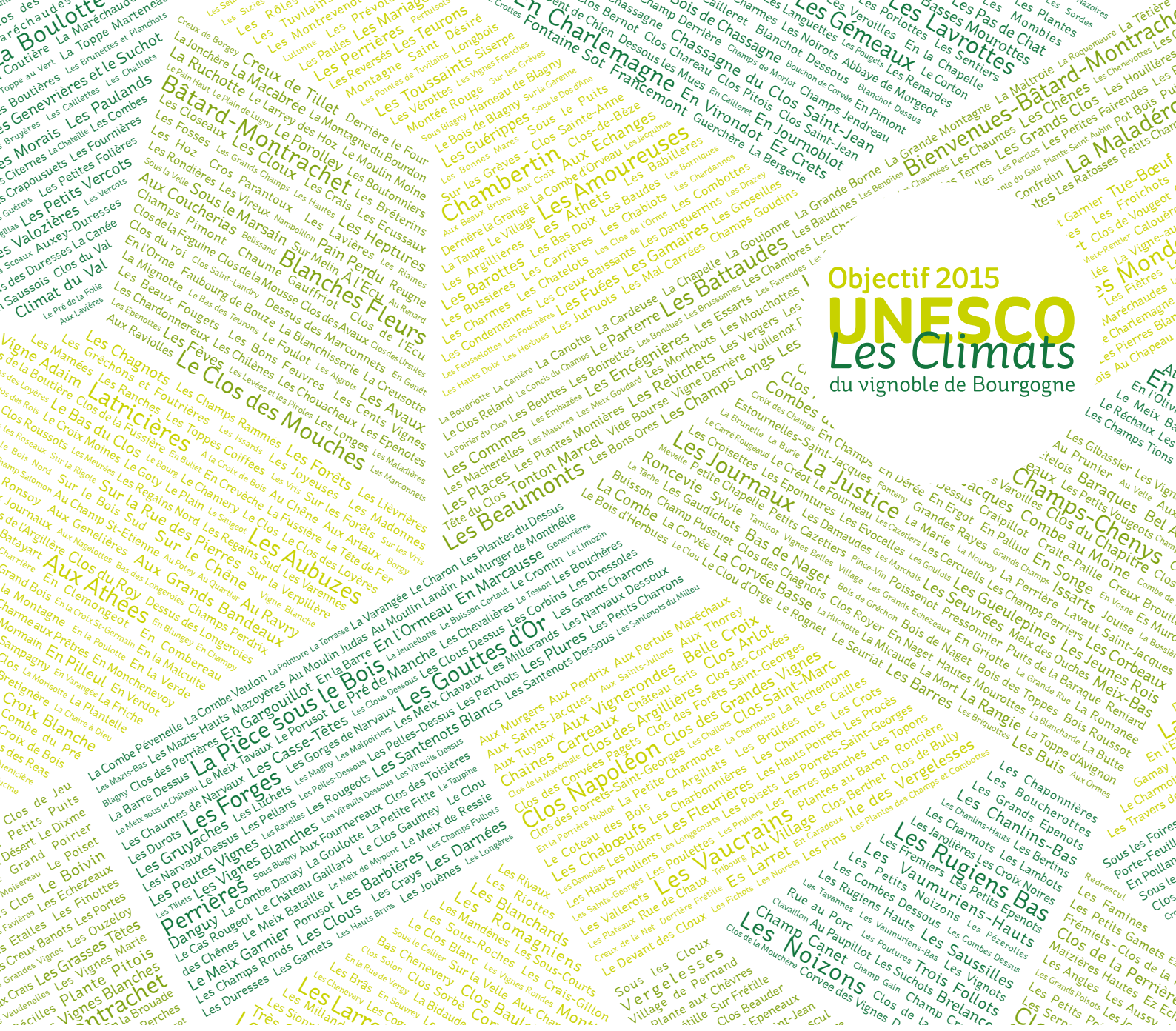
### THE INTERNATIONAL CONFERENCE IN FEBRUARY 2015 HAS GIVEN RISE TO INVESTED DISCUSSIONS AND DEBATES

In keeping with this same approach, an international conference was organized in February 2015 on the subject of « the heritage value of *terroir*-based economies as models of human development ».

23 speakers from 17 different countries contributed to global considerations and perspectives, by examining the synergies between preserving *terroir* and the financial benefits stemming from production, but also the social, cultural, environmental and non-economic benefits, which are too often overlooked and not evaluated. Whatever the production, be it wine, coffee, tea, rice, pepper, ylang-ylang, common lines of action were drawn from the discussions which we will pursue together in the future.

This certainly provided an incentive to continue along these lines over the next few years.





## Objectif 2015 **UNESCO** Les Climats du vignoble de Bourgogne

# Les Climats du vignoble de Bourgogne

## Official candidate of France World Heritage **UNESCO**

### PRESS CONTACT

Association for the inscription of the Climats of Burgundy on the UNESCO World Heritage List

Krystel LEPRESLE, Director | [contact@climats-bourgogne.com](mailto:contact@climats-bourgogne.com) | tél. +33 (0)6 08 11 34 95

Delphine MARTINEZ, Public and Press Relations | [communication@climats-bourgogne.com](mailto:communication@climats-bourgogne.com) | tél. + 33 (0)6 31 42 13 50

12 Boulevard Bretonnière - 21200 BEAUNE - France | Tél. + 33 (0)3 80 20 10 40 / Fax + 33 (0)3 80 25 04 90

TWITTER > @ClimatsUNESCO | FACEBOOK > Association des Climats du Vignoble de Bourgogne

**[www.climats-bourgogne.com](http://www.climats-bourgogne.com)**